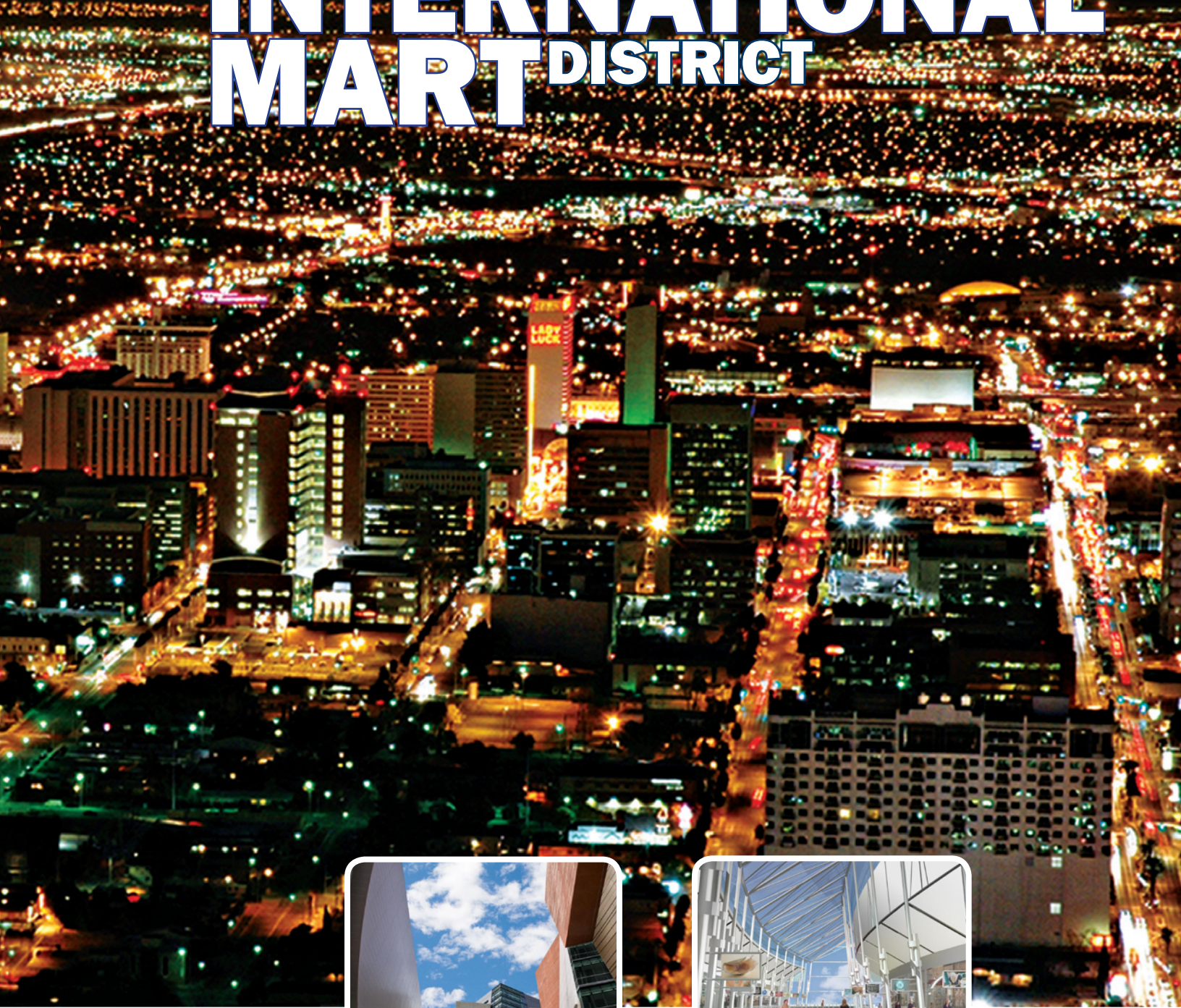


# DOWNTOWN LAS VEGAS **INTERNATIONAL MART** DISTRICT





## DOWNTOWN LAS VEGAS INTERNATIONAL MART DISTRICT

Las Vegas' downtown core is witnessing a remarkable revitalization. It is all part of an ongoing urban renaissance that is helping to return downtown Las Vegas to its glory days – only with a new, more modern twist. High-rise residential developments now dot the skyline. New restaurants, cocktail lounges and hotspots have opened their doors.

The pro-business environment invites entrepreneurs and companies alike to put down roots in this thriving community. The Las Vegas metro area is free of many taxes found in other locales. This progressive business community offers companies efficient and cost-effective telecommunications and transportation systems.

And now, downtown Las Vegas offers a friendly and accommodating Mart District for building and operating market and expo centers with amenities to enhance the experience for potential attendees. Established and planned marts are already represented in the district.

Las Vegas can deliver the first-class infrastructure needed to support an International Mart District. The vast selection of hotels and resorts is diverse enough to please any traveler. Las Vegas has redefined the culinary experience by offering a comprehensive collection of world-class restaurants. Acclaimed entertainment options, golf courses, spas and shops have something for everyone.

In 2007, the city of Las Vegas received the World Leadership Award for American City of the Year. The award is given to cities whose leaders have shown exceptional imagination, foresight or resilience in a number of key fields – especially cities that have reversed trends, shaken off traditional images and acted as an example and inspiration to others.

One of the most fascinating aspects of Las Vegas is the constant change, creating a perfect backdrop for the mart concept.

### FURNITURE & DESIGN – WORLD MARKET CENTER

World Market Center Las Vegas is a dynamic new showcase for the home and hospitality furnishings industry in the heart of Las Vegas, the fastest-growing home furnishings market in the country. Three buildings totaling more than five million square feet of exhibit space have opened since 2005. Future plans are to expand to 12 million square feet by 2013. This will allow all segments of the industry to be together on one mega-campus, making it the largest, most comprehensive, most accessible showroom and convention complex in the industry.

Attendees at the semiannual marketplace provide enthusiastic testimonials about both Las Vegas and the mart. . .

***“This place is the future.”***

– Yavar Rafieha, Abbyson

***“Las Vegas as a destination is the place to have a market.”***

– Shannon Smith, Revman/L’Erba

***“The action is here!”***

– Sam Pasha Kural, Pasha Home Fashions

### JEWELRY – WORLD JEWELRY CENTER (UNION PARK)

The World Jewelry Center, with approximately one million square feet of mixed-use space, will be one of the largest jewelry hubs in the world. Designed to house manufacturers, dealers, wholesalers and retailers, the World Jewelry Center is poised to revolutionize the global jewelry industry and become a business focal point for international trade and commerce.

### MART CONCEPTS

Several additional marts that are in the concept stage include sports, electronics and green building technology. Land is available for other mart concepts as well.



## TRANSPORTATION

- **ACE Rapid Transit System** – The Regional Transportation Commission of Southern Nevada is currently building the ACE rapid transit system that will traverse the Las Vegas Valley. The ACE Downtown Connector is the first phase; it will enable residents and visitors to travel with ease between downtown Las Vegas, the Las Vegas Convention Center and the Las Vegas Strip. The futuristic transportation line will feature a center-running dedicated roadway providing access through the revitalized downtown Las Vegas area.
- **Interstate** – Downtown Las Vegas lies at the intersection of two major highways, enjoying easy access throughout the Valley and to the entire Southwestern United States. Both Interstate 15 and U.S. 95/Interstate 515 — as well as the Interstate 215 loop around Las Vegas — are being expanded and upgraded.
- **Maglev** – The proposed maglev superspeed train project between Anaheim, Calif. and Las Vegas, Nev. will provide safe, reliable, rapid and environmentally-friendly transportation between Southern Nevada and Southern California. The total project length is 431.9 kilometers (268.4 miles), with an estimated travel time of 90 minutes.
- **Shuttle Service** – Las Vegas offers an extensive fleet of motorcoaches, minicoaches and limousines providing contracted shuttle service from hotels to the Mart District.
- **Taxis** – There are currently 16 taxicab companies in Clark County operating approximately 3,100 vehicles.
- **Rental Cars** – All major car rental companies are located in Las Vegas. The McCarran Rent-A-Car Center at McCarran International Airport offers state-of-the-art facilities and efficient centralized car rental services with dedicated shuttles to and from the airport's terminals. In addition, car rental services are available in most major hotels.
- **Trucking Services** – More than 50 local, regional and national motor freight carriers serve Las Vegas. From Las Vegas, truck shipments arrive overnight throughout the West, including the important consumer and port cities of Los Angeles and San Francisco.
- **Rail** – The Union Pacific Railroad is the largest freight railroad serving Las Vegas. Its class one rail service connects Las Vegas to Los Angeles-Long Beach, Salt Lake City and a multitude of points east. Las Vegas' central location makes distribution of goods to major markets very competitive.
- **Air** – McCarran International Airport is the nation's sixth-busiest airport based on 2007 flight traffic, with 47.7 million arriving and departing passengers. McCarran offers nearly 40 air carriers and approximately 1,000 daily flights. The International Air Cargo Center at McCarran International Airport is considered "an inland port of entry," where efficient services allow foreign goods to quickly clear customs.



## LODGING

**Existing Hotels** – The Fremont Street Experience and downtown hotels offer almost 7,000 guest rooms. The Las Vegas Strip hotels provide more than 86,000 guest rooms; other area hotels and motels add approximately 42,000 guest rooms to the inventory for a total of 135,000.

### Proposed Hotels

- The Charlie Palmer boutique hotel at Union Park will include 400 elegantly appointed rooms, a wellness spa, a fine-dining signature Charlie Palmer restaurant and conference facilities.
- Casino/Hotel at Union Park is projected to have 1,000 guest rooms with a 65,000-square-foot casino plus meeting facilities and retail space.
- Boutique Hotel at Union Park is planned as a non-gaming, business-oriented facility.
- A 1,000-room hotel plus office development is proposed for the southwest corner of Grand Central Parkway and Bonneville Avenue.
- The Grand Central Hotel, a Katchen/Merrill Group project, is a proposed 60-story, 2,500-room hotel / casino situated on the northeast corner of Charleston Boulevard and Grand Central Parkway. The hotel is scheduled to include retail and convention space.
- The Lady Luck Hotel/Casino will be renovated by the CIM Group. In addition to the hotel/casino, plans call for retail shops and the Las Vegas Museum of Organized Crime and Law Enforcement.
- The Golden Nugget Hotel-Casino is working on a 600-room, 35-story expansion.

### Incentives

- **Las Vegas Brand Promotion/Recognition** – The Las Vegas Convention and Visitors Authority (LVCVA) budgeted \$35.8 million for marketing and \$88.6 million for advertising in fiscal year 2008-2009 with the goal of promoting Las Vegas as the world's most desirable destination. The LVCVA's award-winning advertising campaign has reached pop culture standing resulting in a cavalcade of visitors from across the globe. This brand recognition enhances the efforts of mart and expo promoters.
- **Low Crime** – Casinos and hotels have a strong interest in making sure patrons are safe and secure with well-trained in-house security staffs. The local police patrol regularly on foot, by bicycle, on horseback and in patrol cars. Public transportation is uncommonly safe. The surprisingly low crime rates along the Strip and in the downtown area make these locations the best spots in Las Vegas to lodge, enjoy the sights and conduct business.
- **Streetscape/Infrastructure Enhancement** – The Visual Improvement Program (VIP) provides a property owner and/or business owner with grant funds, in the form of a cash rebate, for undertaking pre-approved exterior rehabilitation to commercial, industrial or mixed-use properties located in the city of Las Vegas Redevelopment Area. Special Improvement Districts (SIDs) are created to fund public improvements such as roads, curbs, sidewalks, utilities and more. These public improvements are usually funded from the proceeds of a bond issue sold by the municipality after a majority of the district's property owners agreed to the district. All properties benefiting from these improvements are included in the district.
- **Urban Design Standards** – With the goal of creating a broad diversity of land uses in the downtown area, the Las Vegas Downtown Centennial Plan urban design framework reduces setbacks, removes automatic height limits and eliminates automatic parking requirements.
- **Foreign Trade Zone (FTZ)** – The FTZ allows firms to bring foreign goods into the United States without formal customs entry or payment of customs duties and government excise taxes until products leave the zone. Expansions of the FTZ will be considered for developments within the Mart District.
- **Mart Sites** - The city of Las Vegas Redevelopment Agency has compiled a list of available mart sites from both the public and private sectors.
- **Tourism Improvement District (TID)** – A TID allows the creation of a district where a portion of the sales tax increment can be applied to the costs of infrastructure, tourism/entertainment, land and land improvement-related projects that benefit the area, either on a reimbursement basis or via STAR (Sales Tax Revenue) bonds. The city of Las Vegas Redevelopment Agency will work with mart developers to create TIDs on applicable projects within the Mart District.
- **Tax Increment Financing (TIF)** – The city of Las Vegas Redevelopment Agency will consider enhanced TIF packages for projects within the Mart District based on the scope of the development and the projected property tax increases.
- **International Services** – A concierge-style service is proposed for the Mart District that will provide language/translation services, executive business services, short-term office space / business suites, and visa and passport services.



# DOWNTOWN LAS VEGAS







## FOR MORE INFORMATION, PLEASE CONTACT:

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